



# The Stuff of Dreams Capital Campaign

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2023-2024 | Houston, TX

# Mission Success



Academic  
Excellence



Athletics  
Health & Wellness



Professional  
Mentoring

Mission Success empowers students from Houston's underserved communities to unlock & maximize their potential through intensive, year-round academic support, health and wellness programing (including athletics), and enriching corporate mentor relationships.



# Our Story







## Mission Success was founded in 2012

The target; middle school students in Houston.

Providing academic stability, elite athletics as a new form of expression, and enriching corporate mentor relationships.

Located at the Downtown Club at the Met.

# Mission Success became a successful IRS-approved 501(c)(3) non-profit organization!

Because of the elite athletic component that draws them in, students encounter year-round academic support for their studies, rigorous health and wellness programming and high-quality relationships with corporate mentors.

All of which change their lives.





Mission Success was invited to relocate to a large unused middle school gymnasium in 2015.

Successful capital fundraising made renovations possible.

Moving into Hogg Middle School enabled Mission Success to reach more students, provide new college preparatory activities and include high school students.











Our Impact



# During our 8 years at Hogg Middle School



We were able to have

**150+**

hours of  
year-round  
academic  
support per  
student per year

**100%**

high school  
graduation rate

**100%**

of high school  
seniors apply to a 4  
year institution

**100%**

apply to college

**100%**

college acceptance  
rate

**\$ 1.46  
million**

in scholarships

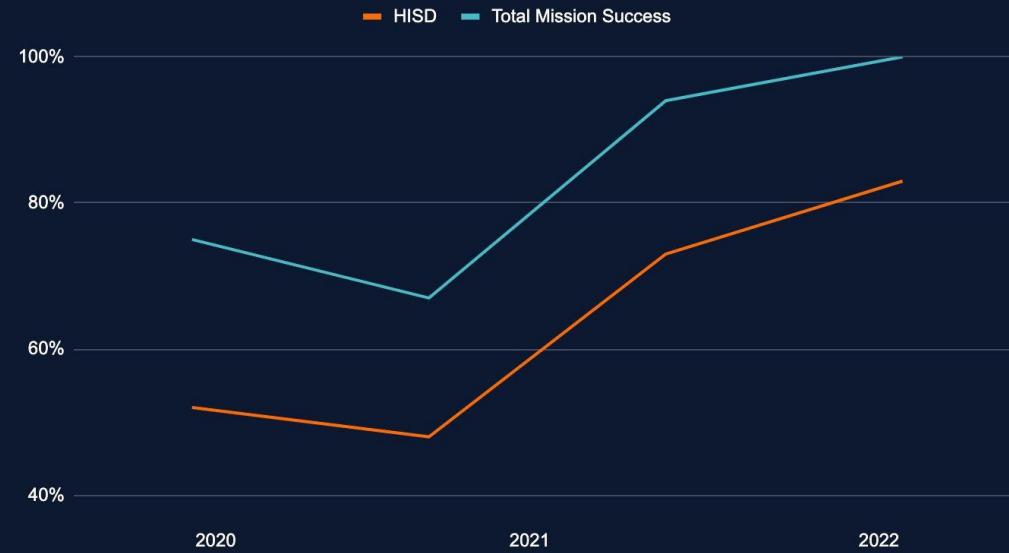




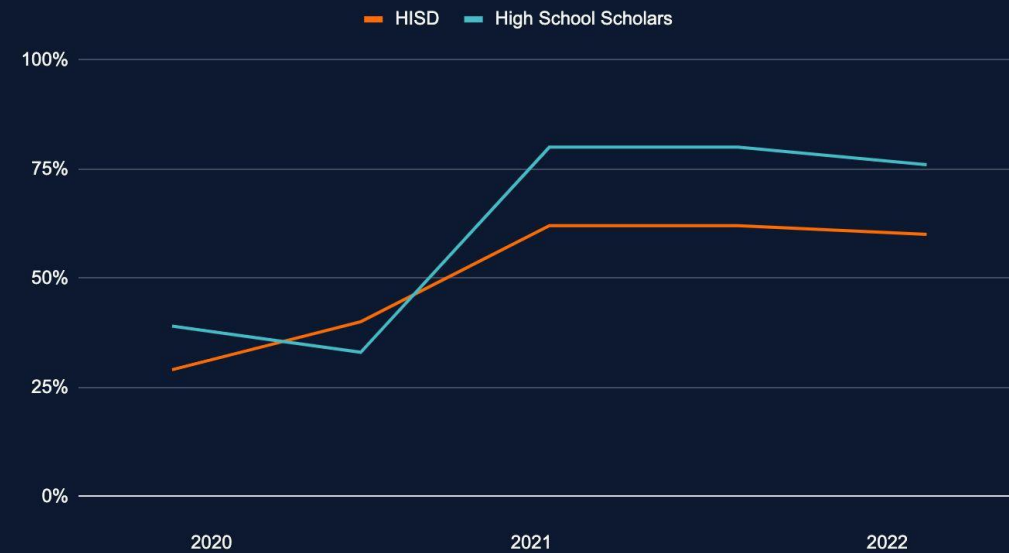


# Covid Recovery

Passing Rate (Above 70%) MS vs. HISD



Above a B Rate MS vs. HISD







Where Are  
We **Today**





An aerial photograph of a city. In the foreground, there is a large, open park area with many trees and a few scattered buildings. In the background, there is a dense residential area with many houses and apartment buildings. The image is overlaid with a semi-transparent blue filter.

Mission Success  
is a tested, proven,  
worthy set of programs for youth

- We have a successful program
- We want to take it to scale
- We have the right opportunity







# A \$10 Million Dollar Building at the Houston Design Center

**The Houston Design Center** is an important, well-recognized institution, a place of expertise, high style, grace, and beauty.

Alongside the Houston Design Center is an open field where the permanent home for our program will be located.

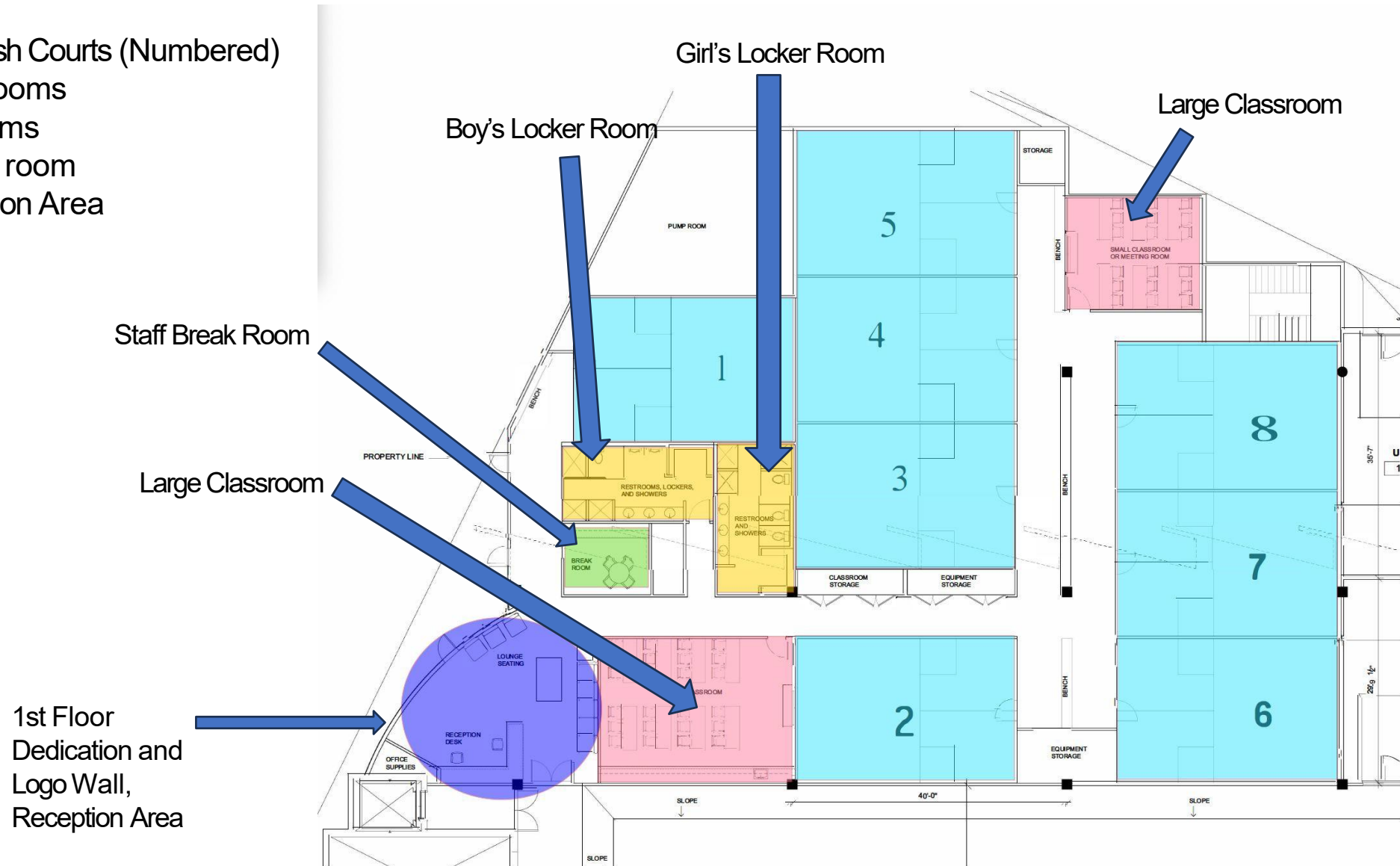
Great opportunities do not ask permission to show up, but when they do appear, it is time to grab hold, organize, and win the day.

Because such an opportunity has appeared, we have embraced it.



# First Floor

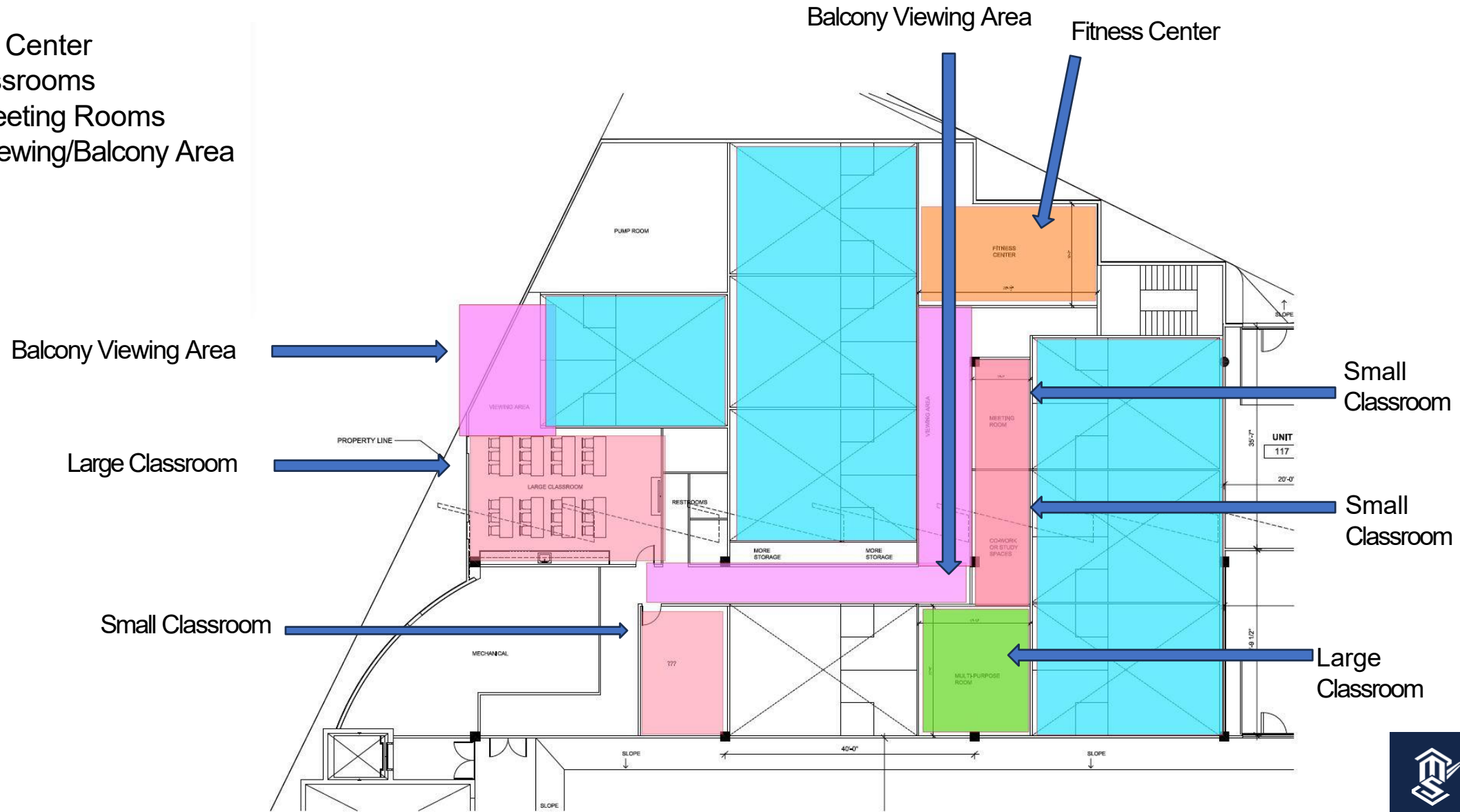
- ❑ Light Blue – 8 Squash Courts (Numbered)
- ❑ Light Pink – Classrooms
- ❑ Yellow – Locker rooms
- ❑ Green – Staff Break room
- ❑ Dark Blue – Reception Area



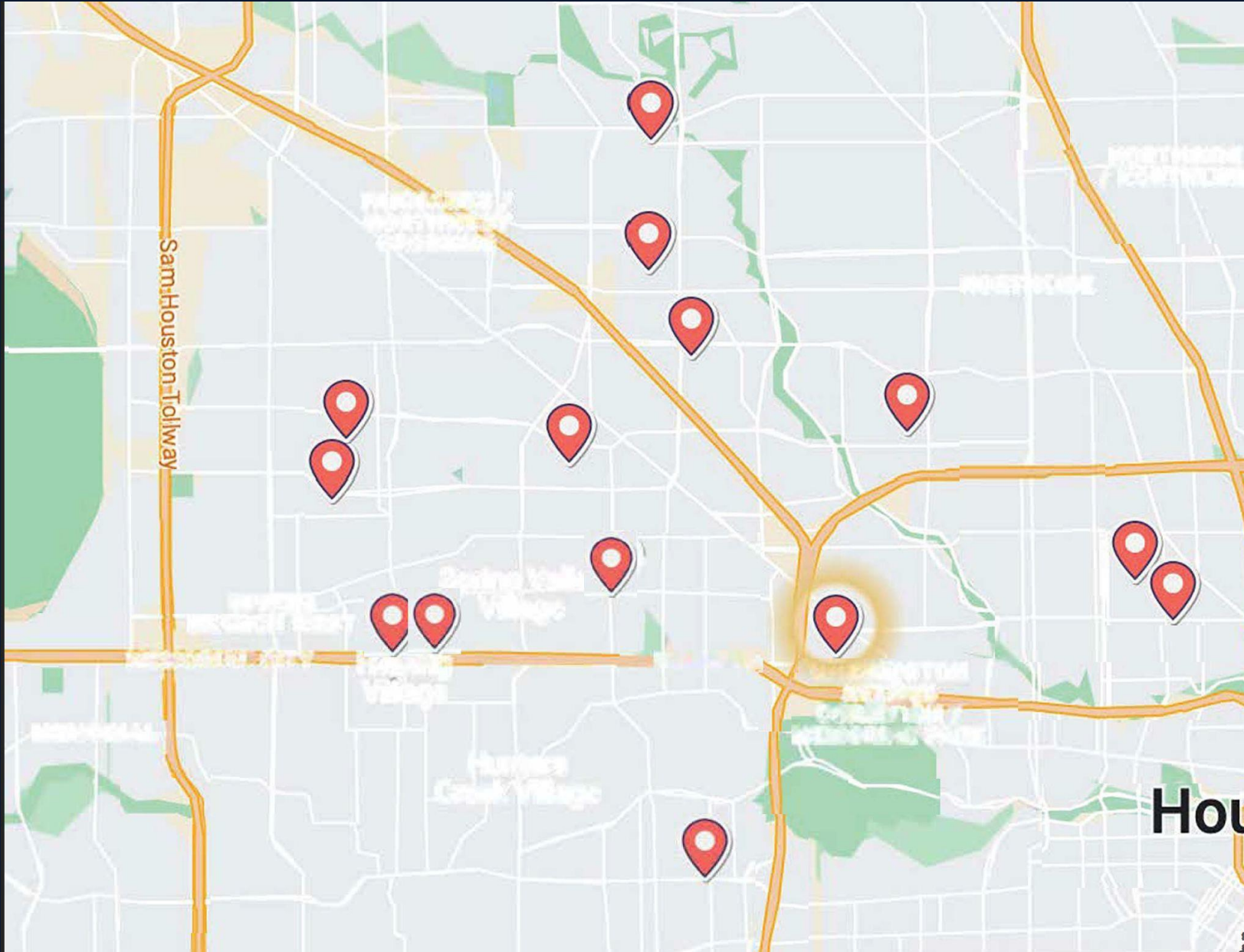


# Second Floor

- ❑ Orange – Fitness Center
- ❑ Light Pink – Classrooms
- ❑ Light Green – Meeting Rooms
- ❑ Light Purple – Viewing/Balcony Area



# More Houston ISD, Spring ISD, and Spring Branch ISD Schools





# What does this Building Do?

- Allows programming to expand from 60 students to over 600
- Allows us to open to Spring Branch ISD and Spring ISD
- Allows us to generate income for operations
  - ESL classes can be scheduled in our classrooms
  - Private School use of our squash facilities for sports programs
  - Morning and weekend squash lessons for adults

The building creates a genuine opportunity for Houston's students to meet, learn together and play an elite sport.

# Campaign Dedication Opportunities Inside the Building

Gift Level	Number of Gifts	Level Total	Description
\$ 1,000,000	1	\$ 1,000,000	1 <sup>st</sup> Floor Dedication and Logo Wall
\$ 1,000,000	2	\$ 2,000,000	A Boy's Locker room and a Girl's Locker room
\$ 750,000	1	\$ 750,000	2 <sup>nd</sup> Floor Dedication and Balcony Viewing Area above Squash Courts
\$ 500,000	1	\$ 500,000	Large Fitness Center
\$ 500,000	4	\$ 2,000,000	Four Large Classrooms
\$ 250,000	1	\$ 250,000	Reception Area and Welcome Lounge
\$ 250,000	8	\$ 2,000,000	Eight Individual Regulation Size Squash Courts
\$ 100,000	3	\$ 300,000	Three Small Classrooms
\$ 50,000	1	\$ 50,000	Staff Break Room
\$ 25,000	1	\$ 25,000	Squash Equipment for All Students
\$ 25,000	1	\$ 25,000	Exterior Gardens, Trees
Under \$ 25,000	Many		Capital Campaign Supporters





# Other Campaign Dedication Opportunities

## Mission Success Endowment Fund - \$1 Million

The annual income provided by four permanent endowments will fund the following experiences for students.

Gift Level	Description	Comments
\$ 350,000	College Trips (In and Out of State)	Scholarships for college trips and the Private High School Placement Program (PHSPP) shall be awarded by the donor or the donor’s children and/or grandchildren in perpetuity at an annual awards ceremony dinner.
\$ 300,000	Private High School Placement Program	
\$ 50,000	College/Career Readiness	College and Career readiness and SAT/ACT courses/lectures are based in Houston and require no travel and no financial assistance.
\$ 50,000	ACT/SAT Preparation	

The \$1,000,000 shall be allocated as follows: \$750,000 for the endowments, as above, and \$250,000 for the Stuff of Dreams Capital Campaign. Mission Success will continue to receive funds for these endowments in the years ahead; the Naming Gift establishes our basis, and the donor/donor family name shall be carried forward in perpetuity.

## Mission Success Namings

Gift Level	Description	Comments
\$3,000,000	Naming the Mission Success Organization	The donor/donor family name will be on stationery and emblazoned on all related organizational websites and communications. It will be visible when students, professional staff and corporate mentors are interviewed on live television and other live-stream media.
\$2,000,000	Naming the Mission Success Building	The donor/donor family name will be prominent on the exterior as people approach and enter the Mission Success building.
\$1,000,000	Name of the Mission Success Endowment Fund Name	See above

Join Us

Dream with Us

Help Us

# The Stuff of Dreams Capital Campaign

To join in support of  
The Stuff of Dreams Capital Campaign  
please be in touch with Doug at  
[Doug@missionsquash.org](mailto:Doug@missionsquash.org)



What can you do?